

NOMINATION FOR AWARD		
AWARD Outstanding Public Affairs Company Grade Officer	CATEGORY (If Applicable) MAJCOM-Individual	AWARD PERIOD 1 Jan 01 - 31 Dec 01
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Captain Linda N. Pepin	SSN (Enter Last 4 Only) 5542	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE 35P4/Public Affairs Chief of Plans & Resources	NOMINEE'S TELEPHONE (DSN & Commercial) DSN 787-7648 Com 937-257-7648	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE HQ AFMC Public Affairs, AFMC/PA 4375 Chidlaw Rd, Rm N152, WPAFB OH 45433-5006		
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Colonel Donna L. Pastor, DSN 787-6306, Com 937-257-6306, donna.pastor@wpafb.af.mil		
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)		
<p><b>Overall Effectiveness &amp; Job Accomplishment:</b></p> <ul style="list-style-type: none"> <li>-Excelled as executive officer for AF's 2nd largest MAJCOM PA program in most complex command!</li> <li>--Benchmark for efficiency! Developed superb key office processes &amp; streamlined administrivia; led a full-office renovation; skillfully prepped two 2nd Lts to support Director, operation while deployed</li> <li>--Superb supervisor, mentor! Smoothly yet firmly guided bright NCO thru financial misstep to success</li> <li>-Volunteer for deployed joint field grade duty as PA Director for dynamic Operation Northern Watch</li> <li>--Raised the bar at ONW! "Set the standard for all CTF officers to follow"--per Chief of Staff for CTF</li> <li>--Positive relationships she built with international media during ONW paid off following 9/11 attacks</li> <li>-Upon return, selected to run busy MAJCOM Plans &amp; Programs division--a demanding Lt Col position</li> <li>--Put her expertise to work managing AFMC's wartime/contingency plans, executing \$250,000 budget</li> <li>--Oversaw success in AF's largest environmental public outreach and security/policy review programs!</li> </ul> <p><b>Leadership/Organizational &amp; Planning Skills:</b></p> <ul style="list-style-type: none"> <li>-HQ AFMC's CGO of Qtr! Admired by staff, field for wise counsel--base closures to message targeting</li> <li>-Initiated weekly schedule meeting for CC &amp; HQs staffs, improving HQ AFMC leaders' event targeting</li> <li>-Managed CTO process, ensuring AFMC-wide leadership activity was tracked and reported to SAF/PA</li> <li>-Leads by example! Cited by peers for her informal class leadership during Phoenix Readiness training</li> <li>-Quick study on deployed/joint/ONW guidance--enabled her to tell coalition story despite constraints</li> <li>-Authored a plan that changed EUCOM policy, opening the door for a more active ONW PA program</li> <li>--Result: Expanded mission coverage for coalition team; America and her coalition partners benefited!</li> <li>-As OEF aircraft deployed through Incirlik, she facilitated media coverage by opening comm channels</li> <li>-Led team that produced 30 news/photo mission features: picked up by AF Link, Stars &amp; Stripes, RAF News...and base papers across DoD. Result: positive internal coverage of joint operations worldwide</li> <li>-Arranged AFN TV coverage of deployed airmen--by-name mention of outstanding performers, holiday greeting program, deployed video during Army/Navy game coverage. Huge boost to military morale!</li> <li>-Led professional development opportunities for HQ AFMC team--training class, Air Staff orientation, newspaper publisher visit. Taught self ABSS budget software to prepare for PA resource supervision</li> </ul> <p><b>Judgement and Decisions:</b></p> <ul style="list-style-type: none"> <li>-Joined forces with base PA for maximum coverage of OEF at Incirlik considering tough OPSEC issues</li> <li>--Fielded 20 international media queries, engineering each opportunity to show ONW flying missions</li> <li>-Earned approval from embassy/EUCOM/Turkish AF to set up 1st off-base media center for 20 outlets</li> <li>--Result: Positive impact on TV &amp; newspaper coverage; stories became more balanced/less speculative!</li> <li>-Aggressively pursued access to ONW pilots/crews for AFNEWS photographer and AFN broadcasters</li> <li>--AWACS support featured in AIRMAN, coverage now part of AFN special shown throughout Europe</li> <li>-Preempted Iraqi propaganda! Put coalition release on EUCOM web after ONW ordnance drop on Iraq</li> <li>-Shrewd financial manager: substituted system storage to save \$11 of \$32K funded for office renovation</li> <li>-Great evaluation of wartime/contingency needs for PA annex to Base Support/Expeditionary Site Plan</li> <li>--Provided AFMC centers functional guidance on required inputs, highlighted potential problem areas</li> </ul> <p><b>Communication Skills:</b></p> <ul style="list-style-type: none"> <li>-Brilliant communicator! Updated briefing used for leadership orientations on PA mission--hit the mark</li> <li>-Prepped AFMC CC and CV for national public outreach events; polished staff paperwork for 4-star sig</li> <li>-Her extraordinary writing &amp; editing skills dramatically improved AFMC-wide communication products</li> <li>-Meticulously prepared ONW spokespersons for multiple media encounters with major news outlets</li> <li>--Media training for pilots resulted in coverage that clearly conveyed ONW key messages and themes</li> <li>-Powerful writer, any format--press releases to scripts for US/UK ONW leaders on Incirlik base radio</li> <li>-Developed comprehensive AFMC 2001 mission highlights product telling the AF's cradle-to-grave warfighter support story to media across the U.S., community/Congressional leaders, internal audience</li> <li>--Media came back, hungry for more on how AFMC puts capability in the hands of AF/joint warriors!</li> </ul>		

**NOMINATION FOR AWARD** *(Continued)*

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**Captain Linda N. Pepin**

SPECIFIC ACCOMPLISHMENTS *(Use single-spaced, bullet format)* *(Continued)*